

**NEWS RELEASE**

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Township receives statewide Parks and Recreation award

THE WOODLANDS, TEXAS (March 22, 2011) – Texas Recreation and Park Society (TRAPS) recently honored The Woodlands Township Parks and Recreation Department with a Lone Star Programming Award at the TRAPS annual conference.

The statewide award, for populations 50,001-100,000, recognized Trick or Treat Trail, held in October 2010, for achieving the goal of creating an opportunity to bring families to The Woodlands Waterway to celebrate Fall and Halloween.

“This award represents hard work by both The Woodlands Township Parks and Recreation Department and The Woodlands Convention & Visitors Bureau,” said Township Parks and Recreation Director Chris Nunes. “The two entities came together to produce an event that met and exceeded its goals: attendance was predicted to be 1,000, however, more than 4,000 people participated.”

Trick or Treat Trail offers families the opportunity for children to trick-or-treat from booth to booth, play carnival games, participate in a costume contest and win prizes. Plans are already underway for the 2011 Trick or Treat Trail. Based on the success of 2010’s event, Trick or Treat Trail will be moving to Town Green Park to better accommodate all participants. For more information on Trick or Treat Trail, please call 281-210-3900.

The 2010 Trick or Treat Trail was produced by The Woodlands Township Parks and Recreation Department and The Woodlands Convention & Visitors Bureau. Presenting Sponsor was BBVA Compass. Other sponsors included Flaherty’s Flooring America, The Woodlands Development Company, Ace Parking, State Farm Insurance - Kyle Sherburne, Munday Chevrolet, Moon Water, University of Phoenix and Berripop.

Texas Recreation and Park Society (TRAPS) is a non-profit 501(c)3 professional and educational organization founded more than 70 years ago. TRAPS is committed to advancing the field of parks, recreation and leisure services in Texas, while advocating enhanced recreation opportunities and the increase of public green space for Texans.

For more information on The Woodlands Township, please call 281-210-3800 or visit www.thewoodlandstownship-tx.gov.

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PHOTO: Waterway Square provided a picturesque setting for more than 4,000 participants enjoying the award-winning Trick or Treat Trail, produced by The Woodlands Township Parks and Recreation Department and The Woodlands Convention & Visitors Bureau. Trick or Treat Trail will be moving to beautiful Town Green Park in 2011 to better accommodate all participants.

